

2016

a shopping SPREE!

jl JUNIOR LEAGUE OF RALEIGH

ashoppingspree.org | jlraleigh.org



The Junior League of Raleigh's A Shopping SPREE! has been a Raleigh tradition for more than 30 years.

Considered Raleigh's premier and most original shopping event, SPREE! is an annual four-day fundraiser that showcases more than 170 juried local, regional and national exhibitors offering the latest in fashion and home decor trends, health and beauty products, specialty foods and holiday merchandise. Shoppers will discover unique gifts while joining in the celebration with new events including hosting Activate Good's Couture for a Cause. A Shopping SPREE! truly makes "shopping joyously simple" while putting the dollars raised back to outstanding projects and partnerships in our community.

TARGET DEMOGRAPHIC

Historically, SPREE! draws middle- to upper-income shoppers from throughout North Carolina and the surrounding states. Annual SPREE! attendance often exceeds 12,000 shoppers. Our local Raleigh audience enjoys a median family income of \$69,937 with a median age of approximately 31 years old. Our attendees are savvy, and they come ready to shop and explore!

SCHEDULE OF EVENTS*

November 2-6, 2016
Raleigh Convention Center

Wednesday, November 2
7 p.m. to 10 p.m. | Preview Gala

Thursday, November 3
8:30 a.m. to 11 a.m. | Merry Morning Shopping
11 a.m. to 7 p.m. | General shopping

Friday, November 4
9 a.m. to 7 p.m. | General Shopping,

Saturday, November 5
9 a.m. to 5 p.m. | General shopping,
6:30 p.m. to 9:30 p.m. | Couture for a Cause

Sunday, November 6
10 a.m. to 5 p.m. | General Shopping,

* Schedule subject to change



CONTACT INFORMATION

Lanier McRee and Kristin Walker, 2016 co-chairs
ashoppingspree.org | email spree@jlraleigh.org
Facebook | [facebook.com/AShoppingSPREE](https://www.facebook.com/AShoppingSPREE)
Twitter | @AShoppingSPREE
Instagram | @ashoppingspree

KEY DATES

March 1, 2016 | Applications Open

June 1, 2016 | Contract & Initial Deposit Due

July 1, 2016 | Remainder of Payment Due



PUBLICITY

A Shopping SPREE! is publicized through media sponsorships, outdoor billboards, flyers, posters, direct mail and online, particularly through ashoppingspree.org, as well as social media outlets. The event is also heavily promoted within the Junior League of Raleigh to its more than 1,600 members. In addition, with this year's partnership with Activate Good, the event will be publicized to more than 11,000 area residents engaged in community service.

EXHIBITOR BENEFITS

Participating in A Shopping SPREE! provides an opportunity to showcase and sell your unique merchandise while connecting your brand to strengthening and improving our community.

You will have the benefit of more than 400 JLR volunteers to help you set up and showcase your wares all weekend. We partner with an event management company and the Raleigh Convention Center staff to help you set up booths, move in and move out and attend to other needs that may arise throughout the show.

In addition, JLR will promote and publicize your company and your merchandise as part of our extensive marketing campaign on our social channels, in JLR internal and external communications and other media.

EXHIBITOR BENEFITS

JLR offers a variety of booth sizes and configurations. Our booths start at 10' x 10' and \$1,350. We work hard to fulfill every merchant's requests.

Corner Shoppes (2' x 6' tables) are available for \$750. Additional details on booth options and pricing are available within the exhibitor application found at ashoppingspree.org.

THE APPLICATION PROCESS | ASHOPPINGSFREE.ORG

If you have been a merchant at a past SPREE! event, you may use your established username and password to log in at ashoppingspree.org. If you are new to SPREE!, please create a merchant profile. Use the username and password established in your profile setup to complete your application.

A Shopping SPREE! is a juried show. Through our review process we hope to ensure that selected merchants are a good fit for our shoppers. Application and associated payment does not guarantee acceptance. Merchant notifications will begin in April.